

MONTHLY

MAGAZINE TITLE: VANITY FAIR

MAGAZINE ISSUE DATE	ON-SALE DATE	COVER/ FRANCHISE CLOSE	REGULAR SPACE CLOSE	MATERIAL CLOSE	REGIONAL CLOSE	COPY SPLIT CLOSE	INSERT CLOSE	COMMENTS
FEB '95	01/11/95	11/01/94	12/01/94	12/01/94	11/20/94	12/01/94	10/03/94	
MARCH	02/15/95	12/01/94	01/02/95	01/02/95	12/20/94	01/02/95	11/01/94	
APRIL	03/15/95	01/02/95	02/01/95	02/02/95	01/20/95	02/01/95	12/01/94	
MAY	04/12/95	02/01/95	03/01/95	03/01/95	02/20/95	03/01/95	12/31/94	
JUNE	05/17/95	03/01/95	03/31/95	03/31/95	03/20/95	03/31/95	02/01/95	
JULY	06/14/95	03/31/95	05/01/95	05/01/95	04/20/95	05/01/95	03/01/95	
AUGUST	07/12/95	05/01/95	06/01/95	06/01/95	05/19/95	06/01/95	04/01/95	
SEPTEMBER	08/16/95	06/01/95	06/30/95	06/30/95	06/20/95	06/30/95	04/29/95	
OCTOBER	09/13/95	06/30/95	08/01/95	08/01/95	07/20/95	08/01/95	06/01/95	
NOVEMBER	10/11/95	08/01/95	09/01/95	09/01/95	08/18/95	09/01/95	07/01/95	
DECEMBER	11/15/95	09/01/95	09/30/95	09/30/95	09/20/95	09/30/95	08/02/95	
JAN '96	12/14/95	09/30/95	11/01/95	11/01/95	10/20/95	11/01/95	09/01/95	

PLEASE USE ACTUAL DATE TAKING INTO CONSIDERATION WEEKENDS, HOLIDAYS, ETC.

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1995 PHILIP MORRIS FRANCHISE POSITIONS

MAGAZINE TITLE: VANITY FAIR

<u>ISSUE</u>	<u>FRANCHISE POSITION</u>
FEBRUARY 1995:	4TH COVER
MARCH:	4TH COVER
APRIL:	-
MAY:	3RD COVER
JUNE:	FOURTH COVER
JULY:	-
AUGUST:	-
SEPTEMBER:	3RD COVER
OCTOBER:	3RD COVER
NOVEMBER:	-
DECEMBER:	-
JANUARY 1996:	3RD COVER

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